



## Why Nui?

### Your platform, your rules

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- ✓ **Control**  
A Nui platform is a platform with your branding, your rules, your participants. You get to control the who, the what and the when.
- ✓ **Configurable**  
Nui platforms can be tailored to meet your specific business outcomes.
- ✓ **Strategy**  
In addition to the platform, Nui provides strategic insights on how to optimize the technology to achieve your goals.
- ✓ **Proven**  
Nui platforms have a proven track record. Our platforms are regularly used by over 1000 users from 400+ companies in more than fifty countries. To date, hundreds of millions of euros worth of products have been traded.
- ✓ **User friendly**  
User feedback is a key driver in our development roadmap. Our design is continually evolving to ensure the best experience for those who use it.